PX 596

From:	Monica Long <███████@ripple.com>
Sent:	Tuesday, March 21, 2017 11:56 AM
To:	███████████████
Subject:	Re: How to buy XRP

Ah, thank you!! Should've known you were behind it. :)

I see these guides as customer support so think ████ should own them but won't raise a fuss about it if you and ████ have a good process in place.

Totally agree about "buy XRP" for SEO.

On Tue, Mar 21, 2017 at 9:16 AM ██████████████████ @ripple.com> wrote:

> Hey there -
>
> FYI...I worked with Bitstamp to get these instructions outlined and
> with ██████ to add to the XRP Portal. I'm working with ████ to try to
> identify ways to change it Google's search. When I learn more, I'll
> respond to the whole group.
>
> Should I be working through ████ to get these instructions on the
> site as we add more exchanges?
>
> Also note: Miguel is pushing hard to change this to "How to Access XRP."
> I keep pushing back given the impact on SEO.
>
>
> On Mon, Mar 20, 2017 at 10:04 PM, Monica Long <██████@ripple.com> wrote:
>
>> Nice!! That's great news.
>>
>> @██████ - let's discuss how we can improve the search results (see
>> attached).
>>
>> On Mon, Mar 20, 2017 at 9:01 PM, ██████████████ @ripple.com> wrote:
>>
>>> Hi Monica!
>>>
>>> We've got it covered :)
>>>
>>> https://ripple.com/xrp-portal/how-to-buy-xrp/
>>>
>>> Best,
>>>
>>> ██████████
>>> Technical Services Manager | Ripple
>>> ██████████████████
>>> ████@ripple.com | ripple.com
>>> PGP:██████████████████████████
>>>
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>>> On Mar 20, 2017 8:45 PM, "Monica Long" ▮▮▮@ripple.com> wrote:
>>>
>>> Hi ▮▮▮
>>>
>>> With Bitstamp now listing XRP, what do you say to revising our "how
>>> to buy XRP" guide to support the Bitstamp flow? If I google "how to buy XRP,"
>>> the Kraken guide is the top result and we know it's a kludgy flow.
>>>
>>> We see dozens of inbound requests every time we announce Ripple news
>>> or issue an Insights newsletter from people wanting to buy XRP. I'm
>>> sure the support team sees even more!
>>>
>>> Thanks,
>>> Monica
>>>
>>>
>>>
>>
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>> --
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